



## **Event Report** **on** **ODOP Regional Summit – Gorakhpur 2019**

**Date: 14<sup>th</sup> January 2019**

**Venue: Pt.Deendayal Upadhyaya Gorakhpur University, Gorakhpur, Uttar Pradesh**

Regional ODOP Summit was organized at Gorakhpur on 14<sup>th</sup> January 2019. The summit was aimed at creating awareness about the ODOP programme and products, along with felicitating artisans/ workers operating in ODOP products space. Additionally, toolkits and loans were distributed to artisans/ workers under various schemes of the State and Central Government (by dovetailing them with ODOP programme).

### **Theme**

Terracotta, Pottery and Food Processing.

### **Participating Districts**

Gorakhpur (Terracotta), Azamgarh (Black Clay Pottery), Bulandshahr (Pottery), Auraiya (Desi Ghee), Balrampur (Pulses) Gonda (Pulses), Kaushambhi (Banana Fiber Products), Pratapgarh (Amla), Sidharthnagar (Kala Namak Rice), Ayodhya (Jaggery), Muzaffarnagar (Jaggery), Hathras (Heing).

### **Overall Participation**

The summit saw footfalls of over 10,000 people. Key participants in the summit were:

- ✓ Shri Yogi Adityanath: Hon'ble Chief Minister, Government of Uttar Pradesh (Chief Guest)
- ✓ **Shri Satyadev Pachauri**, Hon'ble Minister, MSME & Export Promotion, Khadi & Village Industries, Sericulture and Textile, Government of Uttar Pradesh
- ✓ **Shri Bhuvnesh Kumar**, Secretary, MSME & Export Promotion Uttar Pradesh
- ✓ **Shri K. Ravindra Naik**, Commissioner & Director, Directorate of Industries, Government of Uttar Pradesh
- ✓ **Shri K. Vijendra Pandiyan**, District Magistrate, Gorakhpur



- ✓ Other Ministers and MLAs
- ✓ Key alliances partners of ODOP including NSE (National Stock Exchange), QCI (Quality Council of India) and Amazon
- ✓ Representatives of Industry Associations
- ✓ Artisans/workers from 12 participating districts – Gorakhpur (Terracotta), Azamgarh (Black Clay Pottery), Bulandshar (Pottery), Auraiya (Desi Ghee), Balrampur (Pulses) Gonda (Pulses), Kaushambhi (Banana Products), Pratapgarh (Amla), Sidharthnagar (Kala Namak Rice), Ayodhya (Jaggery), Muzafarnagr (Jaggery), Hathras (Heing).

### **Key Components of the Summit**

- Inaugural session – Speech by Hon'ble Chief Minister (Chief Guest), Government of Uttar Pradesh; Release of theme based ODOP Catalogue, Loan and Tool Kit distribution; Success Stories
- Speech by Hon'ble Minister and Commissioner & Director, Directorate of Industries, Government of Uttar Pradesh
- Technical sessions
- Buyers-Sellers meet
- ODOP Products Exhibition
- 15 Artisans registered to Amazon for online selling of products (Under MOU with Amazon)

### **Salient Points from the Speech of Shri Yogi Adityanath, Hon'ble Chief Minister, Government of Uttar Pradesh (Chief Guest)**

- Hon'ble Chief Minister expressed satisfaction on the way ODOP programme is being implemented.
- Hon'ble Chief Minister elaborated the priorities and initiatives undertaken to achieve those, by his Govt
- Hon'ble Chief Minister spoke about various ODOP schemes and various financial schemes, like MUDRA, Mukhya Mantri Yuva Swarozgar Yojna & Prime Minister Employment Generation Programme (PMEGP)
- Hon'ble Chief Minister informed that through ODOP Summits in Lucknow, Moradabad and Varanasi more than 57 thousand people have been awarded loans to the tune of more than 5 thousand Crores; resulting in new energy for the Industrial sector of the State
- Hon'ble Chief Minister appreciated the role of self-help groups
- Free soil / clay to Prajapati Community of potters



- Hon'ble Chief Minister asked local youth to capitalize on schemes like ODOP and become self-employed

### **Salient Points from the Speech of Hon'ble Minister, MSME & Export Promotion, Khadi & Village Industries, Sericulture and Textile, Government of Uttar Pradesh**

- Priority to preserve and encourage growth of traditional industries
- He emphasised the employment potential of MSME industries and self-employment.
- Dovetailing of ODOP with Vishwakarma Shram Samman Yojna
- He highlighted the State Government's commitment to "Ease of Doing Business" aimed at making life easier for entrepreneurs through easing approvals and incentives availing process.

### **Salient Points from the Speech of Shri K. Ravindra Naik, Commissioner & Director, Directorate of Industries, Government of Uttar Pradesh**

- Shri Naik highlighted the importance of ODOP awareness events like regional summit of Gorakhpur and role they play in enhancing visibility of ODOP programme and products.
- He emphasised the role ODOP programme can play in generating employment in rural areas of the State and making local artisans/ workers financially stable.
- He also added that the ODOP programme would help in mitigating most of the supply chain related gaps in the ODOP products value chain.
- He also briefed the audience about ODOP schemes including Margin Money Scheme, Marketing Development Assistance Scheme and CFC Scheme.

### **Loan & Toolkit Distribution**

- Loans worth Rs.2187.75 crores were distributed in the summit
- Around 400 toolkits were distributed by Shri Yogi Adityanath, Hon'ble Chief Minister, Government of Uttar Pradesh



## Success Stories Highlighted at the Event

- **Shrimati Shikha Sharma**, terracotta artisan and entrepreneur from Gorakhpur has availed the benefits from various ODOP schemes to grow her business. She is now providing employment to others
- **Shri Sohit Prajapati**, black clay pottery artisan and entrepreneur from Azamgarh, thanked Shri Yogi's Government for the ODOP programme. He informed the audience that how he availed the benefits under various ODOP schemes. He is also providing employment to the other artisans.

## Technical Sessions

Three technical sessions were organised during the event:

- **Fund Raising through Stock Exchanges:** Shri Rakesh Khurana (NSE) -Shri Khurana presented the joint work done by the NSE and ODOP in last one year. He further added on the benefits of NSE for entrepreneurs and how the business entities can raise funds through NSE.
- **Improving Quality of Manufacturing Processes:** Shri Rohit Varshay (QCI) - During his presentation, ShriVarsha spoke benefits of quality approvals for the ODOP products. The products with quality certification assures authenticity which would assist in other benefits such as sale and loan procurement. He also explained how a business entity can easily enrol for Quality Certification.
- **Marketing & Trading through ecommerce:** The Amazon representative spoke about the benefits of marketing & selling through ecommerce portals. Audience was also informed about the process of registration on Amazon.

## ODOP Products Exhibition

An exhibition of 50 stalls was organised during the Gorakhpur summit. These stalls displayed 12 products from 12 participating districts of Uttar Pradesh.

## Key Outcomes of the Event

The event achieved the following outcomes:

- ✓ Brought about awareness among stakeholders like artisans, entrepreneurs



- ✓ Strengthened the branding of ODOP initiative through the discussion and exhibitions
- ✓ Loan Disbursal of Rs 2187.75 crores was made during the summit
- ✓ Toolkits were distributed to at least 38 recipients totalling up to 400 throughout the state

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